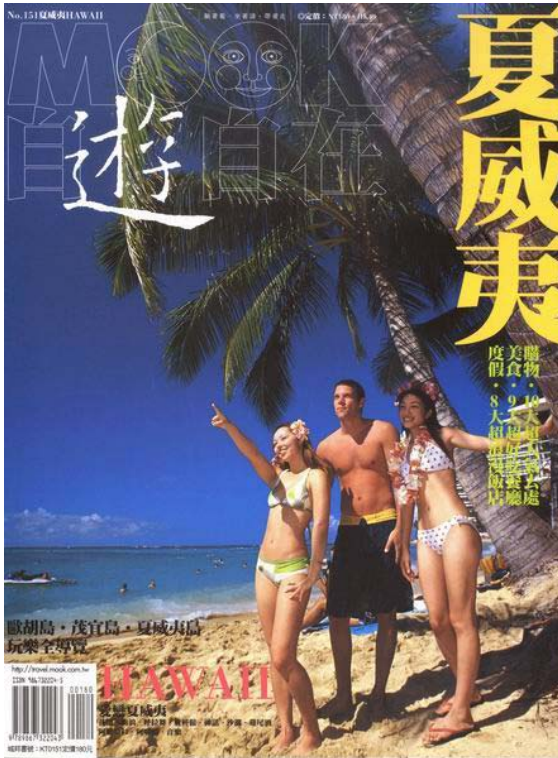




## MOOK Magazine from Taiwan



**Hawaii Tourism Taiwan** was able to persuade MOOK Magazine, a single destination travel magazine, to publish an exclusive guidebook/feature on Hawaii (covering 112 pages) in its January 2005 issue, as the first ever Hawaii guide in Taiwan. Hawaii Tourism Taiwan extended assistance to the MOOK Travel Magazine writer and photographer in making land arrangements for their intensive 3-week fam tour in Hawaii, and provided additional information and photos.

MOOK Travel Magazine serves as a very helpful guide for travelers, especially FIT travelers, a fast growing market sector. It is a complete guidebook, with information on visa issues, hotels, restaurants, car rentals, shopping, attractions etc. MOOK Magazine, published in Chinese, is widely distributed in Mainland China, Hong Kong, Macao, Singapore, Malaysia, and Taiwan

Most renowned world destinations had been featured, and this is the first time that Hawai'i finally was able to secure an exclusive issue. Hawaii Tourism Taiwan

successfully negotiated with MOOK Travel Magazine early last year to get this issue, originally scheduled for December 2004. This first issue's main features are: the 10 most popular shopping centers, 9 best restaurants, and 8 most romantic hotels in Hawaii. A second issue is being planned to include more activities, hotels, restaurants, and islands.

## Asia Promotional Opportunities

### SEND US YOUR BROCHURES!

We need your assistance! Because we are distributing many brochures at different trade and consumer shows in Asia, we need a continuous supply of your brochures. We would appreciate it very much if you can send your brochures to each office in Seoul, Shanghai and Taipei. Any quantity and English brochures are welcome as well as Korean and Chinese versions if available – use Hawaii Tourism Asia to reach out to the Asia markets!

**Hawaii Tourism Korea:** Ms. Irene Lee, c/o Marketing Garden Korea, Soonwha Bldg., Suite 1310, 5-2 Soonha-dong, Joong-gu, Seoul 100-731 KOREA, TEL: 82-2-777-0033

URL: <http://www.gohawaii.or.kr>

**Hawaii Tourism China:** Ms. Tina Yao, c/o Marketing Garden China, Novel Plaza, Suite 1605, 128 Nanjing Xi Lu, Shanghai 200003 CHINA, TEL: 8621-63591523 URL: <http://www.gohawaii.cn>

**Hawaii Tourism Taiwan:** Ms. Teresa Chang, c/o Marketing Garden Taiwan, Suite 806, No. 51, Keelung Road, Sec. 2, Taipei 110 TAIWAN, TEL: 02-2377-4930 FAX: 02-2377-4375

URL: <http://www.gohawaii.org.tw>

## KOREA

- a) SBS Good Morning TV Filming (February 21~26)
- b) Group Press Fam Trip with leading daily newspapers (mid March)
- c) SBS <Taste Vs. Taste> TV Shooting in Hawaii (mid March)
- d) Busan Travel Agent Fam Trip with Northwest Airlines (mid April)

For more details and for participation, please contact Irene Lee of Hawaii Tourism Korea at: [irenelee@marketinggarden.com](mailto:irenelee@marketinggarden.com)

## CHINA

### **China Media and Travel Trade Survey 2005**

HTC prepared an updated survey including the latest changes in the outbound travel market in China and distributed to main media, travel agencies and airlines in Beijing, Shanghai and Guangzhou. The results of the survey will be available at the end of February.

For more details, please contact Tina Yao of Hawaii Tourism China at: [tinayao@marketinggarden.com](mailto:tinayao@marketinggarden.com)

## TAIWAN & Other Asia

- a) ELLE Fashion Magazine will release Hawaii as its cover story in February
- b) Choo Choo Train Magazine February issue will feature Hawaii weddings

For more details and participation, please contact Jemy See of Hawaii Tourism Taiwan at: [jemysee@marketinggarden.com](mailto:jemysee@marketinggarden.com)

### **Hawaii Tourism Asia Staff Fam Trip to Hawaii**

- a) Hawaii Tourism Asia is organizing a staff Fam trip to Hawaii from April 17 to April 24. (Postponed from February). We appreciate your support for attractions, transportations, meals, etc.

For more details and participation, please contact Masaki Sakamoto of Hawaii Tourism Asia at: [sakamoto@marketinggarden.com](mailto:sakamoto@marketinggarden.com)